**Communities of Excellence in Tobacco Control**

**Media Plan Template  
FY20-21**

* Use this template to develop a media plan for paid media of more than $5,000 annually outlined in your work plan and budget.
* Develop your media plan BEFORE asking a vendor (if any) to develop a media plan. Share your media plan with your vendor (if any) prior to the vendor developing a media plan.
* Your media plan is a fluid document that will adapt as new information is learned and needs change. As a result, review the plan regularly and update as needed.
* You will likely have more than one media plan. For example, if there is paid media designated for a tobacco-free parks campaign AND a smoke-free housing campaign, you will have two separate plans because the campaigns will have different goals and target audiences, etc. Social media (e.g. Facebook pages, Twitter profiles, YouTube channels, etc.) should ideally have its own media plan as well.

**Media Goal(s):**

*What do you intend to accomplish with your media efforts? Include how you will measure progress towards your goal. Ideally year 2 plans will show progress from year 1.*

**Indicator/Objective/Strategy Tie-in:**

*Note the Indicator, Objective and Strategies that this media effort will support.*

**Target Audience(s):**

*Define the audience groups you want to reach.*

**Types of Communications:**

*TV, radio, print, out-of-home, direct mail, mobile, email, online: Website, Facebook, Twitter, YouTube, etc. Include a statement on how the types of communication were determined. Include any earned media that will occur as well.*

**Opportunities for Collaboration and Partnership:**

*Within the coalition and community.*

**Timeline and Responsible Parties:**

*When will the tasks be accomplished? Who are the responsible parties for doing, managing or maintaining the tasks?*

**Budget and Resources:**

*Note the dollars available for use as well as resources in terms of time it will take to manage or maintain efforts.*